

AF Sends Jets to Far East

THIRTY-SECOND YEAR

The Desert Sun

The Desert Empire's Daily Newspaper

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Nation's Holiday Traffic Death Count Continues Climb Today

AF Sends Jet Fighters To Far East

Concern Continues Over Communist Invasion Threat

WASHINGTON — UPD — The Air Force disclosed today that it is sending a squadron of jet fighters and a number of cargo aircraft to beef up U.S. air power in the Far East where Red China threatens invasion of Nationalist islands in Formosa Strait.

The Navy previously had reported dispatch of additional aircraft carriers and surface ships to strengthen the U.S. Seventh Fleet in the area.

A NORMAL JET fighter squadron consists of 25 planes, but the Air Force would not say whether that many or more were in the squadron going to the Far East. Nor did it say how many cargo planes were being dispatched.

The Pentagon issued this statement:

"In response to inquiries concerning movement of aircraft, the Department of Defense confirms that the United States Air Force Tactical Air Command is deploying a squadron of jet fighters and some cargo aircraft to the Far East to supplement Air Force capability in that area."

"THE MILITARY Air Transport Service is assisting TAC with logistic support."

The increasing buildup of U.S. forces in Formosan waters was viewed as a response to the growing concern over the invasion threat to the Quemoy Islands.

Earlier this week official sources were inclined to view the massive artillery action against the Nationalist-held offshore islands as nothing more than a propaganda maneuver.

Now, many highly-placed sources believe the Communist Chinese really intend to carry out their threat to seize the tiny islands by invasion.

COMMUNIST artillery opened fire against Nationalist outposts at both ends of the Formosa Strait after a 13-hour silence during a typhoon that halted air and sea action in the area.

The Nationalist Ministry of Defense said Kaoteng in the Matsui Island at the northern end of the strait was shelled for the first time in several days with 16 rounds for 10 minutes not long after dark.

Bixell said new home construction led the month's building pace with 53 new dwellings accounting for \$483,665 of the total.

Heavies building activity in the resort area was noted in the area south of Palm Springs, where \$414,431 worth of construction was launched in August.

Work in the area north of the city contributed \$328,879 to the total.

Bixell noted that 109 building permits were issued for Palm Springs unincorporated area construction jobs in August.



SHAPELY GAMS, boney gams, long gams and short gams will parade by the score in the second annual Palm Springs Gams Pageant Thursday night. Shapely shanks will be unveiled for Village judges on the stage of the Chi Chi Starlite Room in a new contest to select the king and queen of Palm Springs leg art, and prospective contestants were today urged to add their entries to the rapidly growing list of competi-

tors. Judges and contest viewers will see only the underpins of the short-clad men and women who will parade behind hip-high screens on the Starlite Stage, until Master of Ceremonies Frank Bogert reveals the winners. Plenty of prizes are on tap for the winners, so join the parade now, contest officials urged, and share the fun and rewards of the city's most hilarious contest. (Desert Sun Photo).

Building in Area In August Hits \$743,310 Value

County Building Department officials rated August as a busy building month for Palm Springs unincorporated areas, which logged \$743,310 worth of new construction during the past month.

County Building Director C. G. Bixell said new home construction led the month's building pace with 53 new dwellings accounting for \$483,665 of the total.

KHRUSHCHEV insisted that the aim of the talks must be to end testing "by all states for all time." The Western leaders had proposed year-by-year suspension of tests while efforts continue to break the general disarmament deadlock.

The Soviet premier assailed this plan as "inadequate," declaring that a year "is exactly the time needed to prepare the next series of nuclear tests."

He made it clear that Russia feels free at any time to resume the tests it suspended March 31.

Khrushchev Agrees Today To Oct. 31 Nuclear Test Talks

MOSCOW (UPI) — Premier Nikita Khrushchev agreed today on Oct. 31 as a "suitable date" for the start of East-West talks on a nuclear test ban, but hinted Russia may resume tests while negotiations are in progress.

A Khrushchev interview published by the Communist organ Pravda suggested Geneva as the site for the negotiations proposed last week by President Eisenhower and Prime Minister Harold Macmillan.

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WEATHER

Desert area forecast: Generally clear today through Sunday. Slightly warmer afternoons. High temperatures today 100 to 112. Yesterday's high was 105; low,

420 Expected To Be Killed In Three Days

Safety Council Officials Hope Prediction High

.. United Press International
The nation's death toll began to mount in the early holiday hours today as millions of Americans took to the highway.

The National Safety Council, however, said early reports "looked hopeful" and there was a possibility "however slight" that the toll would not reach the predicted 420 deaths for the three day period.

THE UNITED PRESS International count at 10:25 a.m. (p.d.t.) showed persons killed in traffic accidents, three persons drowned, one killed in a California plane crash and 10 deaths in other mishaps for a total of 74.

Florida led the nation in traffic deaths with four, Ohio reported three and Illinois and Texas each had two.

ILLINOIS TOPPED the nation in total deaths, however, as four persons burned to death in an early morning fire at Round Lake Beach about 45 miles northwest of Chicago to bring the state total death toll to six.

Safety officials expressed fear that generally good weather throughout the nation would contribute to the death toll. Although scattered showers were expected over much of the nation's midsection, fair and warm was the rule.

MANY STATES called on the National Guard to reinforce state and local law enforcement officials in one of the greatest efforts ever massed against recklessness on the highways.

Gov. Marvin Griffin of Georgia, recalled that the estimated death toll in the Peach State was 14, used his emergency powers to turn out the guard.

In Indiana, state police called on United Press International and other news sources to keep them posted on the death toll. The information will be passed on to motorists stopped for traffic violations.

Warner Leaves Estate Valued At \$6 Million

HOLLYWOOD — UPD — Movie mogul Harry Warner, one of the founders brothers of Warner Brothers Studios, left an estate estimated at \$6 million dollars, it was revealed Friday with the filing of his will in probate court.

His widow, Mrs. Rea E. Warner, will receive the bulk of the estate which also will be shared in by two daughters, several nieces, nephews and grandchildren.

Warner died in his Bel Air home July 25 of a cerebral occlusion.

REGISTRATION OFFERED AT PALM DESERT

PALM DESERT — Area voters were today reminded to register for voting in the November elections.

Qualified residents who have not registered at a special registration office set up in an office at The Center, adjacent to the Chamber of Commerce.

Jeanette Constantino has been appointed a deputy clerk to handle local registrations. Her office hours are from 9 a.m. to 5 p.m. on weekdays. The office is closed Saturday and Sunday.

Deadline for registration is Sept. 11. Information on voting qualifications may be obtained by calling FT 6-6790.



ON HIS WAY TO USC and his new post as professor in the USC college of education, Dr. Wallace Muelder leaves the school district offices at Frances Stevens School as Mary Mitchell, district director of instruction, says goodbye. Muelder will be succeeded as superintendent of Palm Springs schools by Dr. Dwight Twist, who officiated over Tuesday. Muelder, whose three-year tenure covered a period marking greatest expansion program in school district history, resigned his superintendent's post to accept the high USC educational position late this spring. (Desert Sun Photo).

New Student Registration Set Tuesday

Resort area residents were today reminded that registration of new students begins Tuesday, Sept. 2, at all Palm Springs schools.

School officials said classes will start Sept. 5 for an estimated 3,500 students expected to fill Palm Springs School District classrooms.

Registration of students new to district schools gets underway Tuesday and continues through Sept. 2. Parents of students attending district schools for the first time were urged to register their youngsters before the Sept. 12 deadline.

Returning students are not required to re-register, officials pointed out. These students merely enter their classes, as usual, Sept. 15.

Schools Supt. Wallace Muelder today forecast peak enrollment of 3,588 pupils for the 1958-59 school year, exceeding last year's record-smashing enrollment by almost 500 students.

Student Violence Spreads To Downtown Mexico City

MEXICO CITY — UPD — Communist-supported student violence spread Friday to downtown Mexico City, where two rioters were shot and wounded and a number of others were injured by police using tear gas and fire hoses.

Students who had run wild all week in an outbreak that began as a protest against a fractional increase in fares joined dissident oilworkers in a mob demonstration demanding replacement of "corrupt" union leaders.

POLICE USED tear gas and firehoses to break up a riotous demonstration outside the headquarters of the government's Pemex Oil monopoly. The shooting started when rioters cornered a group of patrolmen.

Elsewhere in the city, police broke up an attempt by unionists

Supreme Court Could Act Fast

WASHINGTON — UPD — Legal observers said today the U.S. Supreme Court could move swiftly and decisively to upset any maneuver in Little Rock, Ark., aimed at reopening Central High School on a segregated basis before the court's Sept. 11 hearing.

Report by the county counsel on a proposed population survey for the North Palm Springs area heads a list of three desert items for consideration by the County Board of Supervisors Monday.

Supervisors will hear the counsel's report on a North Palm Springs population survey requested by opponents of area incorporation.

Also scheduled for the Board meeting agenda is the adjourned meeting of the Flood Control District at 11 a.m., and an ordinance establishing interim zoning in the Salton Sea area.

CAPLOW SAID the entire program is being financed by the Fidelity Bank of Los Angeles, eliminating any need for additional outside financing.

All types of homes are included in the development, ranging from moderate cost dwellings to estate-sized resort homes.

Similarly, the commercial center includes a multitude of small shops adjacent to the huge market, which is rated by Safeway officials as "one" of the largest most efficient markets ever planned for the resort area.

"WE ARE PREPARING for 95 homes in this first section," Caplow said. "We hope to have the first six models ready by Nov. 1."

Caplow said that the homes, constructed by Trenton J. Dunphy, Rancho Mirage contractor, have been planned and adapted for the desert and engineered by local designers.

CAPLOW last week announced Architects are Robert Pitchford and A. Ronald Button and Art Link-

Groundbreaking Held for 1,000 Home Project in Rancho Mirage

RANCHO MIRAGE—Bulldozers moved into a 320-acre site south of Highway 111 today to break ground for the second phase of a multi-million dollar residential and commercial development in the heart of Rancho Mirage.

Work is scheduled to begin immediately on the first segment of a 1,000-home project designed in conjunction with a \$1 million commercial center.

CAPLOW COMPLETED VALUE of the entire project was estimated in excess of \$10 million by Elliott Caplow, managing director for the Desser and Garfield Company development.

Architects are Robert Pitchford and A. Ronald Button and Art Link-

and Jack McCallum, of Rancho Mirage. All materials possible and all employees on the project will be secured locally, he said.

"THIS IS IN LINE with our proven formula of using local personnel with complete cooperation with local builders and real estate brokers," Caplow said.

Desser and Garfield, he explained, is a Beverly Hills firm which has completed similar developments in Carol City, Fla., San Diego and the San Fernando Valley.

The firm purchased the Rancho Mirage properties, and several already completed homes, from

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'Courthouse' Lee Of WWII Fame Succumbs at 71

YORK, Pa. — UPI — Lt. Gen. John C. H. (Courthouse) Lee, controversial Army general of World War II, died early today at York Hospital. He was 71.

Lee suffered a stroke several days ago followed by a coronary.

He gained widespread fame during World War II as a rigid disciplinarian while serving as deputy commander of the Mediterranean Theater of Operations and later as commander.

Lee's tough enforcement of Army regulations earned him the nickname "Courthouse." He retired from the Army in December, 1947, and had been active in Episcopal Church lay affairs in recent years.

He was responsible for an uncompromising "spit and shine" policy directed at GI's in Italy and other areas under his jurisdiction.

Lee insisted that soldiers in his command be on a "ready for inspection" basis at virtually any time. His special hate was for sloppily-dressed GI's.

Lee retired under a publicity barrage for his ironclad administration of affairs at headquarters in Leghorn, Italy.

Cathedral City Rotary to Skip Monday Meeting

CATHEDRAL CITY—Cathedral City Rotary Club will not meet on Monday, Labor Day, it was announced today.

At its next meeting on Sept. 8 at Laurie's Steak Ranch, the featured speaker will be Ray Lockwood, director of the Palm Springs Boys Club.



De Aqui Alla con... Rafaela Marmalejo V.

Itinerary, which includes a two-week stay in Rome in mid-September. They will be back in Palm Springs in October to prepare for a December opening of Jolie's new jewelry salon in the Village Green. (Gayle Studio Photo).

Con la escuela (with school) ready to start . . . todos los chamacos (all the children) are excited! . . . la saben (they know) que tienen que (that they have to) get up temprano (early) a lavarse (to wash) to pienarse res from Riverside returned from Mexico City last week y que se dicen? . . . (and what do they say?) . . . Ay . . . Ay . . . Ay que hermoso (how beautiful). Estuvieron (they were) in Jalisco after spending a day in church of the Virgin of the Lakes . . . they fueron (went) to see the sights . . . de allí (from there) they went to Mexico City en donde (where) they having a big Fiesta honrando (honoring) Our Lady of Guadalupe . . . El quinteto (the quintet) drove all the way and enjoyed muchos (many) beautiful sights . . . another of our Villagers que andan (who are) in Mexico too, are the Villegas, Manuel and Sid of 659 East Arenas nos escriben (they write) from Chapala Guadalajara, Irapuato, Torreon and are now on their way back via Juarez and El Paso and back in the this ciudad (city) for Labor Day . . .

Ramona Chacon and Victorina Salazar with Rudy Jr. estuvieron (were) in Riverside on el Jueves (Thursday). They were on business . . . volviendo a casa (returning home) por la noche (in the evening) . . . Hope you had a nice tiempo (time).

Francisco Reyes, Gilberto Alvarez and su esposa (his wife) Pauline de esta, ciudad (from this city) and Martin and Canda Flores.

It was nice to platicar (chat) with the very well known Anita Gonzales back on the job at the District Attorney's office. Como me dice (as she tells me) she will not be there permanentemente (permanently) . . . pero (but) I'll tell you un secreto (a secret) she will be en el departamento de policías (in the Police department) . . . So . . . even if you are not en dificultad (in trouble) stop and say . . . Hello.

No se olviden (don't forget) the Big Fiesta in Banning on August 31 and September primero (the first) at the Precious Blood School . . . We'll see you there . . . Hasta Luego.

Fences -- Remodeling

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Saturday & Sunday—4:00 to 6:00

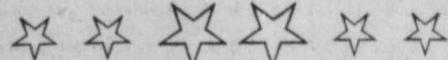


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Everybody—but a few crabs—goes to the

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If you like a nice quiet spot . . .

DON'T COME HERE!

WE'RE CRAZY—BUT WE'RE HAVING FUN !

WE CAN'T AFFORD IT AT THESE PRICES
BUT WE'VE THE BIGGEST BAND IN TOWN

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GREAT 8-PIECE DIXIELAND BAND
Good for Dancing and Listening

Don't miss the Sunday Jam Session

2:30 to 7:30

PLUS ALWAYS
The Happiest Bartenders
in Town

THE HAPPY CRAZY

BALI-BALI

Where Anything Can Happen !

Across from the Chi Chi
(See their show, too—Clessa Williams is great)

FREE PARKING
From Indian Avenue Entrance of
ROYAL PALMS HOTEL

U.S. Fires Two Test Rockets In Two Hours

CAPE CANAVERAL, Fla. (UPI) — The second of two test rockets fired within two hours soared aloft early today in an intense scientific effort believed aimed eventually at putting a man in space.

The Air Force said the rockets were of the same type as those fired Aug. 5 and last Tuesday. That meant they were five-stage vehicles sent up to explore the "exosphere," the thin part of the earth's atmosphere starting 400 miles up.

Primary purpose of the test series, the Air Force said, is to measure radiation with a view towards learning how to protect a human space traveler. The rockets were fired by the National Advisory Committee for Aeronautics NACA.

Deny Permit for Trailer Park At Salton Sea

Denial of a permit to establish and operate a trailer park in the Salton Sea area about a half mile south of Highway 111 eastward from Cleveland Street, and some seven miles southeasterly from Mecca, was reported to the board of supervisors Monday by the county planning commission.

The trailer park site is located below the minus 220-foot elevation which is considered an area subject to flooding and on which the board of supervisors approved an interim W-1 watercourse zoning last week.

\$100 Reward Offered for Return of Dog

TRAMVIEW — Tramview businessman Mel Smith today offered a \$100 reward for the return of his toy poodle.

Smith said the dog disappeared from his upholstery shop at 67-973 Highway 111 on Aug. 17.

According to the name of "Mil," the dog is a toy, black and white poodle, about 6½ years old, and has been a family pet since it was a pup.

More Marines Arrive at Base

Three more Marine Corps artillery units arrived here this afternoon for a two-week summer training program at Twenty-nine Palms Marine base.

The Marine contingents, last to arrive here in the 1958 summer training program, include 459 enlisted men and 44 officers.

Units winding up the training schedule here are the Second 155mm Gun Battalion, of Los Angeles; the Seventh 75mm Anti-Aircraft Artillery Battery, of Pasadena, and the Eighth 75mm AAA Battery, of Great Falls, Mont.

Legion to Have Honor Guest

American Legion District Commander Lloyd Higginson and his staff plan to visit the Owen Coffman Legion Post Sept. 22, Commander Al Patane reported today.

Patane said this marks the annual Village visit of the district commander.

On the Spot

BETHEL, Conn. — (UPI) — Police Chief Louis Jackman stopped in at St. Mary's Church on his birthday to say some prayers. As he was leaving he picked up a juvenile trying to rob the poor box.

TIME TO DIAL

K
D
E
S
920
ON
YOUR DIAL



YOUR DIAL

1000 WATTS

Covers the Desert
Like the Sun

The Desert Sun Saturday, Aug. 30, 1958

Margolis Sells Radio Station In Las Vegas

Palm Springs hotelman and radio station owner Dave Margolis today announced the sale of his Las Vegas radio station, KRAM.

Rated as the leading station in Las Vegas, KRAM was sold to Anthony C. Morici, president of Contadino Foods, of San Jose, and A. R. Ellman, of Chicago, head of the nationally prominent A. R. Ellman accounting firm.

Sale of the station is subject to routine approval of the Federal Communications System, Margolis said.



STAR BOARDER at the Palm Springs Animal Shelter is Max the dachshund, a sorrowful but friendly six-year-old now awaiting adoption. Max is one of six canines listed as being ready for adoption at the shelter. (Desert Sun Photo).

Six Dogs Available Now At City Animal Shelter

Six dogs were today posted on the "ready for adoption" list at the Palm Springs Animal Shelter.

Marked as a star border at the shelter pen is "Max," a lengthy dachshund whose friendly disposition makes him an ideal pet for children, humane officers said.

In fact, Max, a brown-haired six-year-old, was raised with children and was turned over to the shelter for adoption by a Palm Springs family.

Max has a stiff leg as the result of an accident, but it doesn't affect his tail-wagging good nature.

Also available for adoption is "Bugs," a one-year-old wire-haired terrier, whose family moved from Palm Springs. Others in-

clude "Timmy," whose mother was a Chihuahua and father was a wire-haired terrier. Timmy is a six-month-old pup.

Three other canines seeking a home are a mongrel, black and white pup, a female German shepherd mixture and a black Samoyed, an eager, 10-month-old pup.

The Animal Shelter, located on East Ramon Road at the City Dump, is open from 8 to 9 a.m. and from 3 to 5 p.m. daily, including Sunday.

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ARTHUR KENNEDY LEIF ERICKSON
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ROBERT MITCHUM
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in

THE HUNTERS

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Cadillac '57

Guaranteed only 3,182 Miles

A convertible with factory refrigeration . . . light yellow gold. Something really special. Immaculate maroon leather interior. A car for the young at heart. Full power equipment makes driving an ecstasy. This outstanding car can be yours for a small down payment and easy terms for the balance.

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TWILIGHT FOR THE GODS

ARTHUR KENNEDY LEIF ERICKSON
CHARLES McGRAW ERNEST TRUX
RICHARD HAYDN JUSTIN EVELYN WALLACE ROBERT

Starts Sunday
ROBERT MITCHUM
and
MAY BRITT
in

THE HUNTERS

in
Cinemascopic With Color

SUNDAY & MONDAY

August 31 - September 1

SECOND ANNUAL

LABOR DAY WEEKEND

CARNIVAL PRECIOUS BLOOD SCHOOL GROUNDS

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Valuable Prizes for Everyone

The giving away of very valuable prizes will be climaxed at 9:30 p.m. on Labor Day when the special drawing for big prizes will take place. These prizes are valued at \$1,500.00 and appeal to men, women and children alike. To the holder of the first ticket drawn will go an ADMIRAL DELUXE REFRIGERATOR (10.8 cu. ft.) with full width freezer chest and drawer.

- (2nd) ADMIRAL TELEVISION SET.
- (3rd) A PORTABLE ADMIRAL IMPERIAL AIR CONDITIONER.
- (4th) A SMITH-CORONA PORTABLE TYPEWRITER, "Skywriter" Model.
- (5th) A HI-FI RECORD PLAYER.
- (6th) A BULOVA LADY'S "LAUREL" WATCH.
- (7th) A BULOVA MAN'S "SENATOR" WATCH.
- (8th) A CUSTOMLINER BICYCLE.
- (9th) AN ADMIRAL CLOCK RADIO.
- (10th) A BROWNIE STARFLASH CAMERA.

The Desert Sun

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Established 1927
THE DESERT SUN PUBLISHING CO.
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J. W. RICHARDSON, Mechanical Superintendent

Saturday, Aug. 30, 1958

Palm Springs, California

The Desert Sun is an independent newspaper dedicated to truth, accuracy and impartiality in the news; to the progress of the desert region; to the support of that which it believes to be right and to the defeat of that which it believes wrong.

How to Live in a Fear Infested World

So-called intelligent people we meet all over the world — who should know better — talk, act and think as though they should be on the inside track of everything that happens in this wide, wide world. They allow their emotions in world affairs to run wild, their blood pressures to boil, with every scare — headline and every commentary on "global disaster." International tensions are nothing but the result of personal tensions of humans just like all of us, spreading through individuals, to families, to communities, to governments, to states, to nations . . . ending up in world-wide war-weariness and frustration. But only if you let them affect you.

IN ORDER to live better in a fear-infested, tension-tainted, war-wear world, one should examine what these fears and tensions represent and in what areas of our thinking they most frequently originate . . . and then explore ways and means to reduce them or to replace them with sound understanding and patience. This is not easy to do in a world where half of the population is starving and the other half is dieting. The irony of this complex problem is, however, that the people who are dieting are more frustrated than those who are starving.

We're living in a jet, radio and radar world where communications are constantly shrinking our land and oceans. Great distances exist no more. News and happenings are known within hours even among people in remote corners of the earth. Every day miles above the heavens and now miles below the ice covered poles, we are shrinking our civilization even beyond the imagination of a Jules Verne. It is this new phenomenon of communications that brings news of the world so much closer to all of us but in the process makes us more concerned about its ups and downs and effects on each of us individually. This shrinking world makes it more and more

difficult to separate personal, national and international tensions.

EVERY DAY incidents which appear to be primarily local have international implications and take on ominous world-wide overtones with the sensationalism of some radio and news stories. Not so long ago it took months to circulate a daily news story from abroad . . . and daily world-tensions were not a part of our normal lives. Sometimes revolutions would occur and governments topple, but the news would not reach the world for months.

International tensions will be with us as long as humans exist and they are the result of economic, political, religious, cultural, ideological, racial problems . . . which the individual human mind was never intended to cope with daily. The basis of all tensions is emotional and no human institution has ever discovered a better way to beat the pressure than by understanding its source and reducing one's exposure to it. It's that simple . . . but not so simple to do.

ONE OF THE greatest causes of human tensions is the prostitution of news . . . prostitution of the verb, the word, the emphasis, spoken or written. There are prominent exceptions of brilliant and accurate reporting, but they are as rare as they are refreshing. By and large most of the news media in the big news centers of the world are constantly seeking sensationalism and more often than not pervert professional standards of honesty, decency, fair play and justice. Some distort news deliberately for political or personal reasons, resorting to dangerous innuendo and public confusion.

It has been our experience all over the world that entirely too many stories are not the whole vehicle of truth, as journalism is dedicated to present . . . but a device for creating emotional reactions, states of mind, to induce certain action with the object of attaining certain prede-

termined ends. Instead of allowing the news story to be the faithful incarnation of journalistic truth, they make it the deceptive servant of the editorial will, or the person or persons who control it. It is excusable when this editorial will is motivated by moral honesty; but entirely too frequently fraud and fabrication, propaganda and half-truth are so flagrantly circulated that readers lose respect for the sanctity of the news, and standards of journalistic honesty are jettisoned by a generation whose minds have been completely debauched.

ONE SUGGESTION in reducing daily tensions in a fear-propagandized world is to reduce the amount of exposure to bad news. This does not mean to ignore bad news . . . but not to read or listen to all the gruesome details. Medical authorities constantly warn us that exposure to news of crisis leads to serious tensions, unfounded fears and frustration, especially among those who lack the cultural maturity to ascertain the limits of their bad news absorption. Allowing bad news, over which you have no control, to affect you is one of the prime sources of unhappiness.

Some creeps hangers we meet admit they were influenced by the sensationalism and dramatics of certain radio and TV newscasters who seem to relish every sign of bad news. Some of these are frustrated actors. To allow them to influence your thinking is to assume some of their tensions and frustrations as well. The volume and velocity of what you hear and read influences your thoughts and acts every day . . . and unless you are extremely cautious, you can be brainwashed into a life of tension, frustration and fear . . . from real or imaginary dangers of war or crisis to real or imaginary dangers of social ostracism from "news" that you are neglecting your enzymes, hormones, or under arm deodorants.

COME NEXT Friday night, in the Starlite Room of the Chi Chi, the second annual Palm Springs Gams contest will be staged.

It all started innocently enough last year when a Salt Lake City Chamber of Commerce official saw Jimmy Cooper of the Palm Springs Chamber, in shorts and when he got home, declared in public print, that he had better legs than our Jimmy.

SO THAT was challenged and the annual legs contest was begun. Originally, it was for men only.

But one of the girls crashed the party and while she didn't win because of the rules and regulations, she really had the prettiest, er, under-pinnings.

This year, because of that, the distaff side can get in on the picture, too.

So it will be a prettier picture.

NOW, AS A RULE, I am not one to toss cold water, or flop a wet blanket on anything.

But I received a communication this week and always being the one to hew to the line, no matter who gets sprinkled with the sawdust, here it is:

"My Dear Sir," it began most circumspectly, "I have noticed with interest in your paper, The Desert Sun, to which, believe me, I think is a good newspaper and read regularly, that on Sept. 4 there is to be a contest to determine who has the most shapely nether limbs in Palm Springs."

"**THERE IS**, however, one thing which puzzles me.

"It will be a display of fatted calves."

"Now how in hell, if you will pardon my descent into rough and vulgar language, can you get so many hams from calves?"

"Of course, being one of those chauvinistic Palm Springs boosters, you won't print this."

Foolish you, mister.

ANOTHER COMMUNICATION called my attention today to a well known Village character who is trying to acquire a deep sun tan to prove to his friends that he has spent the summer in Palm Springs.

And he has a well-browned hide.

But, said my correspondent, he didn't get it here.

"Every week that guy goes to Los Angeles and gets under a sun lamp," wrote my spy.

NOW FOR some closing thoughts, pattered here and there.

Kate M. Ownby wonders why,

since there are no perfect husbands, it's so hard to understand what has become of all the perfect sons, mothers are always describing.

And Dan Bennett says "It

wasn't so long ago that women dressed on the beaches as they now do in the super-markets."

Mr. Bennett adds that there

are some people who can remember when the cost of high

living was lower than the present high cost of living.

Holmes Alexander

not know, nobody does. And if she ever finds it, heaven help you.

CONFIDENTIAL TO FIVE-FOOT TWO: Before you see a lawyer — see a doctor!

For a personal reply, write to

Always Out of Reach



STAN DELAPLANE'S

Postcard

This Side
of The Sun
By Phat

Legs to the left of us,
Legs to the right,
If we didn't have two—
What a heck of a plight.

Right now Palm Springs seems most interested in what is referred to in polite circles as the extreme extremites, or perhaps, more boldly, limbs.

But let's just call them legs.

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Holmes Alexander

Off to the neighborhood popcorn palace last night to see the Good Guy give the Bad Guy the lumps on the long prair-eeee.

It all turned out the most intelligent character in the movie was the horse.

Of all the dumb rabbits I have ever seen, the Good Guy was the worst.

The plot was laid out in the first dusty scene. But it took this steely-eyed critter 90 suffering minutes to fathom it out.

Such politeness when he did get it through his head!

"Draw, Slade!"

"I reckon you kin draw fast," said the Bad Guy with a sneer.

Well, they sashayed back and forth. "You draw first," "No, you draw first."

Finally the Bad Guy drew first. He drew when the Good Guy had his back turned. And the Good Guy shot him over his shoulder. Or some such nonsense. I was out at the candy stand. Couldn't bear to watch.

THE HORSE solved the problem. While the Good Guy was getting his lead noggins knocked off — the only part I really enjoyed. All this was going on.

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CONFIDENTIAL TO FIVE-FOOT TWO: Before you see a lawyer — see a doctor!

For a personal reply, write to

EARL WILSON:

Just Two TV Stars

NEW YORK — A uniformed chauffeur called for "Mr. and Mrs. Lawrence" at their East Side apartment the other day—but was quite disappointed as he led the couple to his long limousine.

"You are Mr. and Mrs. Lawrence?" he asked, skeptically.

Wearing well-sculpted rehearsal clothes . . . looking like a couple of teen-agers, Steve Lawrence and Eydie Gorme insisted that they were.

The chauffeur shrugged and grunted but his manner seemed to say, "How DARE you ride like that in my limousine?"

That, at least, is the way Steve and Eydie tell it. Married last Dec. 29 in Beulon Katezman's cottage at El Rancho Vegas in Las Vegas, at a ceremony distinguished by the attendance of comedian Joe E. Lewis in Chinese pajamas and a yamaka, they're now substituting on TV for the guy who brought them together—Steve Allen.

"Steve and I felt," Eydie said at rehearsal the other afternoon, "that we could do a much better show in the Brooklyn studio."



UNITED IN MARRIAGE in ceremonies at Pacific Palisades were Deborah Jacqueline Gordon, daughter of Mrs. James Harland Peake, of Palm Springs and Santa Barbara, and John Beck

Deborah Gordon Married Today in Pacific Palisades

Today, Saturday, Aug. 30, was the date chosen for the wedding of Deborah Jacqueline Gordon, daughter of Mrs. James Harland Peake of Palm Springs and Santa Barbara, and Graham Masey Gordon of Pacific Palisades, to John Beck Sjoberg, son of Mrs. Sarah Andrew Sjoberg and the late Mr. Sidney Clarence Sjoberg of Westwood.

The three o'clock ceremony was performed by the Rev. James W. England, Jr., at St. Matthew's Episcopal Church in Pacific Palisades.

Given in marriage by her father, the bride was radiant in a ballerina gown of silk taffeta, cut on princess lines with bodice and sleeves of alencon lace with a portrait neckline. Her full illusion veil was caught up by a crown of seed pearls and she carried a cascade bouquet of phalaenopsis orchids, white stephanotis and white roses.

Attending the bride as matron of honor was her sister, Mrs. Bruce (Daphne) Geernaert of San

MULTIPLE LISTING IS FOR CO-OPERATIVE SELLING OF REAL ESTATE

NEW YORK — UPD — For a tasty cocktail dip, try this combination. Mash a large ripe avocado until it's free of lumps. Blend in $\frac{1}{4}$ pound of cream cheese. Add $\frac{1}{2}$ cup of sour cream, 2 tablespoons of fresh lemon juice, diced anchovies from two 2-ounce cans, a few drops of Tabasco, a dash of salt and ground black pepper. Beat until smooth. Serve with chips or crackers.

COCKTAIL HOUR At the Chi Chi

It's Later Than We Thought!
NOW! Your Choice
of brand new

'58 DeSotos

FACTORY WHOLESALE
Plus Five Percent
Certified factory invoice shown on request

Plaza DeSoto-Plymouth
191 So. Indian Avenue

JayCeeEttes Hear Report Of Meeting

The August meeting of JayCeeEttes was held Thursday evening at the Girasol Drive home of Mary Raphael.

An interesting report was given by Roz Bronstein, Ruby Alten and Mary Raphael on the activities of the JayCees and their wives who attended the state convention held recently in San Francisco.

Betty Muhleck and Pat Wahlberg gave a brief outline of the potluck supper to be held Sept. 27, at the home of the Dave Fishers, and unanimous approval was given by the girls to purchase a set of children's books to be donated to Welwood Murray Children's Library in memory of Karen Ranes.

Following the meeting members and guests, Barbara Martin, Gail Mersch and Junenne Johnson, enjoyed refreshments served by the hostesses, Barbara Dille, Bunny Fisher and Charlotte Thurreson.

Three Boys, One Girl Born at Desert Hospital

Four more August babies have arrived at the Desert Hospital, three boys and one girl.

Mr. and Mrs. Larry Heyden of 2120 Palo de Garcia, are the parents of a six pound, one ounce boy, born Aug. 23 at 1 p.m.

A six pound, 13 $\frac{1}{4}$ ounce boy was born to Mr. and Mrs. Walter Stuart of 285 North El Segundo, Aug. 25 at 1:48 a.m.

On Aug. 25 at 8:26 a.m., an eight pound, nine and three quarter ounce boy was born to Mr. and Mrs. Richard Glass of 2181 Miles Avenue, Indio.

Mr. and Mrs. Mario Martins of 31-214 San Joaquin, are the parents of an eight pound, 14 ounce girl, born Aug. 25 at 10:40 p.m.

Sea Food Makes Low Calorie Treat

NEW YORK — UPD — Low-calorie seafood hors d'oeuvres can be made with shredded crab meat, shrimp, lobster or tuna fish.

Combine 1-3 cup of any of these seafoods with 3 tablespoons minced celery, 2 chopped hard-cooked eggs, 1 tablespoon each of chili sauce and mayonnaise, $\frac{1}{2}$ teaspoon salt and $\frac{1}{8}$ teaspoon black pepper. Pile lightly into 16 - 20 small crisp hearts of lettuce and garnish with fresh parsley.

Eggs a la Pimiento

NEW YORK — UPD — This variation of baked eggs makes an attractive main dish for lunch or supper. Line greased muffin tins with whole pimento pods.

Break one egg into each cup, add salt, pepper, a dash of butter and a little evaporated milk. Bake at 350 degrees for 20 to 25 minutes.

The Once and Future King, by T. H. White (Putnam): King Arthur, a minor English or Welsh monarch who probably gave the Saxon invaders a pretty rough time back in the 6th Century, has captured the literary fancy of the western world as few other persons in history. White's contribu-

The Desert Sun Saturday, Aug. 30, 1958

5 Sorority Holds First Social Event

Beta Kappa Chapter of Epsilon Sigma Alpha sorority held its first social event Thursday evening at the Palm Desert home of Ben and Janet Constantino, to mark the beginning of a new season.

A steak fry was held poolside, with an evening of swimming and games following.

Enjoying the fun evening were members and their husbands

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Dori

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Phone FA 4-2646



Two to make merry... hip-length jacket over a mad whirl of unpressed pleats in skirt — wool jersey. Black, grey or red. \$15, \$39.95.

Refrigeration cooling for your shopping comfort
116 South Palm Canyon Drive
Palm Springs

HOWARD MANOR

Fabulous Dinners \$2.95 up—Cocktails from 60c

KING SIZE FUN EVERY DAY—EVERY NIGHT

Dancing and Entertainment Nightly

BOB MURTHA, Piano Stylist

FRANK GRACE TRIO

No Cover—No Minimum—DINERS CLUB



Pat's Fine Poultry NOW OPEN for the Season

Also Open Labor Day

Again selling only the finest in fresh Poultry and Daily Fresh Eggs.

485 North Indian Ave.—FA 5-5165

This week—a "preview Showing!—The Desert's Most Exciting Own-Your-Own Apartments



THE SANDPIPER

Own-Your-Own Garden Apartments
In Restricted Palm Desert

The Sandpiper, luxury 2-bedroom, 2-bath garden apartments will be ready this fall! Select yours now from the four remaining in the first unit. Enjoy pool, putting green, land, patio, plus the full resort hotel service that can make your desert living truly carefree!

The Sandpiper is an excellent investment as well as the ideal place to spend your most carefree winter. Prices in the first unit just \$19,000 including refrigeration. Located near Palm to Pines Highway and Highway 111 in Palm Desert.

Featuring the Exciting Medallion All-Electric Westinghouse Kitchen in Color.

PREVIEW FINISHED APARTMENTS THIS WEEKEND:

3 luxurious furnished models by famed Nee Nisely of Rancho Mirage will soon be ready—preview the furnished apartments this weekend. Write now for full information or phone for appointment. Jack Enders, The Sandpiper, Palm Desert—Phone Fiteside 6-6156.

A DEVELOPMENT OF THE WESTERN LAND AND CAPITAL COMPANY.
GEORGE M. HOLSTEIN & SONS, BUILDERS PALMER & KRISSEL, A.I.A.

Send to
The Desert Sun

or

Chamber of Commerce Offices





Dennis the Menace H. Ketcham



"NOT MANY HUMMINGBIRDS GET THAT NICE A FUNERAL!"

KDES - dial - 920 1000 Watts

National News Every Hour on the Hour

Local News Every Hour on the Half Hour

A.M.

6:00	Sign On
6:01	Give us this day
6:02	D. Meyer
6:30	Local News
6:35	D. Meyer
7:00	News
7:05	D. Meyer
7:30	Headlines
7:	Sports
7:35	D. Meyer
8:00	News
8:10	D. Meyer
8:30	Local News
9:00	News
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P.M.

3:00	News
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7:29	SIGN OFF

..KPAL..

(1450) 250 WATTS

A.M.

6:00	News. Cign On.
6:05	Bill Jenkins Bit.
8:00	Police Report. News.
8:05	Pat Coleman Show.
9:00	News.
9:05	Jay Jasen Show.
12:00	Police Report. News.
12:05	Jim Ameche Show.
3:00	News.
3:05	Jay Jasen Show.
3:30	Police Report. News.
6:00	News.
6:05	Pat Coleman Show.
8:00	News.
8:05	Pat Coleman Show.
9:00	Ace Hudkins Show.
10:00	Ace Hudkins Show.
11:00	Ace Hudkins Show.
12:00	News Wrap Up. Sign Off.

P.M.

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FIRST 24 GARDEN apartment units at Palm Desert's "Sandpiper" are shown as they will look early this fall at the site near Highway 111 and Palms to Pines Highway. A development of the Western Land and Capital

Preview Opening of New Sandpiper Set for Weekend

This week end has been set for the preview opening of Palm Desert's Sandpiper own - your own apartments, according to William O'Bryan of the Western Land and Capital Company of Newport Beach, with three finished, furnished models on display.

A special preview showing of the models will precede the grand opening, with occupancy set for buyers in the first unit as early as October.

SALES HAVE been going at a rapid pace, even during the summer months, and sales head Jack Enders revealed that only four apartments are still available in the initial unit.

Vee Nisley of the Vee Nisley studios just recently returned from an extended buying tour and will not only ready the four Sandpiper models, but will also make available to buyers a complete furniture and decor package. Enders pointed out.

ONE OF THE first to take advantage of this service was Tulsa motif of the entire project.

NORTH PALM SPRINGS

By ORPHA GEIER

Granddaughters Janet and Christine are here for a week's vacation at the home of Bill and Dora Don on Keith Street. Their parents, Mr. and Mrs. Max Don of La Puente and Mr. and Mrs. Vernon Don, Douglas and Gary of Anaheim will drive out on Sunday and take the little girls home.

Joe and Mable Killen celebrated the occasion of their 44th wedding anniversary on Aug. 22 with a theater party and dinner at the Huddle.

John and Lora Rose drove to Old Mexico on a pleasure trip last weekend and had a very enjoyable time.

Mr. and Mrs. Ed Donaghue and family enjoyed an outing at Idyllwild over the weekend.

Final session of the Red Cross swimming lessons for children in this area held on Thursday at Healing Waters pool was in the form of a farewell party for instructor Art Gilford. Appreciation was expressed to Mr. and Mrs. Ray Bridenbecker, owners of Healing Waters Trailer Village for their cooperation and use of the swimming pool.

Completing the course from North Palm Springs were Skipper Gunn, intermediate, and Johnny Gunn, Gary and Eddie Donaghue, beginners. Mrs. Gunn presented Mr. Gilford with a gift in behalf of the children and their parents.

Mr. and Mrs. Roy Winters were guests for a few days recently at the home of Frank and Mable Schlatter.

Dave Harris of Riverside was a business visitor to North Palm Springs last week.

Weekend guest of Margaret Stein and Joe Kelley was Harvey Senf of East Los Angeles.

L. L. Bagley stopped over before flying on to Salt Lake City on business and to visit his son there.

Lei Chromister who is on a month's vacation spent last week visiting friends and sight seeing in San Francisco and is spending this week at the beach.

Theron Ruiz is home after two weeks of training with the National Guard at Camp Roberts.

Kirk Seely, son of Myron and Freida Seely, is home on leave after finishing basic training at Fort Ord. He will report for duty to Fort Knox, Ky. Sept. 29, where he will attend tank school.

Jimmie Goforth, son of Mr. and Mrs. William Goforth is receiving specialized training at Lackland Air Force Base in Texas.

Jean McCance and Orpha Geier spent last week with friends and relatives in East Los Angeles and Compton. Mike McCane who had been vacationing at the home of

Company being built by long time desert builders, George M. Holstein & Sons, each of the individual own-your-own units will surround pool, lanai, putting green

with individual kitchens, two bedrooms, two baths and private patio. Price for the units is \$19,000 with pre-view set for this weekend.

LEGAL NOTICES

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal thereto and in this certificate first above written.
MURRAY BOGERT,
Notary Public in and for the
State of California,
State of California.
My commission expires 3-17-52.
Published: Aug. 23, 30, Sept. 6 and 13.

NO. 399 ORDINANCE NO. 394
AN ORDINANCE OF THE CITY OF
PALM SPRINGS, CALIFORNIA, RE-
ZONING THE SOUTH ONE-HUNDRED-FOOT
EAST ONE-HALF OF THE SOUTH-
WEST ONE-QUARTER OF SECTION
THREE, DISTRICT R-3 AND R-2
SECTION FOUR (4) SOUTH, RANGE
FOUR (4) EAST, S.R.B.M., RIVER-
SIDE COUNTY, CALIFORNIA, FROM
A G-O-1 ZONE, DESIGNATED TO R-3 AND
R-2 ZONE, DESIGNATED TO R-3 AND
R-2 ZONE.

BE IT ORDAINED BY THE CITY
COUNCIL OF THE CITY OF PALM
SPRINGS, CALIFORNIA, AS FOL-
LOWS:

SECTION 1. A new Section 921.294
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**There IS a Difference
MORE FOR YOUR MONEY
ONLY \$1950 DOWN BUYS THIS**

NEW 2 BEDROOM; 2 BATH REFRIGERATED AIR CONDITIONED home, with large living room and modern fireplace. A DREAM KITCHEN that will satisfy the most meticulous housewife with LOADS OF HANDY CABINETS, DISHWASHER, DISPOSAL, BUILT-IN OVEN, RANGE, HOODED EXHAUST FAN. Spacious closets. Fenced lot. Close to schools. Four minutes from downtown. From \$21,675.

OPTIONAL—18x32 HOAMS CUSTOM POOL

MOVE IN NOW—NO PAYMENTS UNTIL NOV. 1.

NO IMPOUNDS—NO BALLOON PAYMENTS.

Furnished Model 211 Sunset Way

2 Bedrooms, 1½ baths, close in, unfurnished \$16,500
2 Bedrooms, 2 baths, near schools \$16,950
2 R-2 Lots, close in, room for 10 units—for both \$13,500

GANNON REALTY CO.

Philip Short, Sales Manager

F. B. I. Cerney Hal Evans Kathryn Noble
Marie R. Busch Gerl Frederickson Roger E. Richard
1201 N. Palm Canyon FA 5-2772

For Sale or Exchange 34 **Real Estate for Sale 35**

BY OWNER — 3 year old 7 room home located on 1½ acre hilltop, beautiful view, 5 miles south of Fallbrook. 4 bedrooms, 3 baths, 4 large sliding glass doors, 2 patios, large porches, 3 car garage, all modern conveniences, perfect climate. \$35,000. Would consider trade for Palm Springs home or desert acreage. Clear for clear. Principally. Write Box 179, Route 1, Fallbrook, Calif.

SELL OR TRADE

GORGEOUS BRAND new 3-bedroom, 2 bath home. Built-in oven, range, dishwasher, disposal, 8-ton refrigeration cooling. Heated and filtered pool. Will trade for 3 or 4 units or acreage. Will assume.

LEO HIRSCH

JOHN BECKER, Sales Manager
425 S. INDIAN FA 4-9463

SAN CLEMENTE

THREE APARTMENTS

IN business zone. See at 145 Miramar. \$21,500. Trade for Palm Springs income or business property. Owner, King, lot 220, Ramon Trailer Park.

SELL OR TRADE custom built 3 bedroom 2 bath, refrigeration, pool, \$32,750, 20 year loan. Marjorie Baron, FA 8-2258, 4-2629.

2 BEDROOM Desert Home. Extra lot for modern trailer. Write Desert Sun Box 190, File E-16.

Income Property 35a

11 UNITS — POOL HALF WITH KITCHENS. Well located. Good terms. A bargain at \$68,500.

BILLY WRIGHT

382 N. Palm Canyon Drive FA 5-6727 FA 5-6672

\$10,000 DOWN

SELL OR TRADE — 8 units. Pool, large lot. Rancho Mirage, near new shopping center. Can build 16 more units. Marjorie Baron, FA 4-2629, 8-2258.

SELL OR TRADE

6 STORES — One store fully equipped for restaurant. Excellent financing. Cathedral City. Marjorie Baron, FA 4-2629, or FA 8-2258.

7 UNITS, south end, ½ block from Biltmore. Pool. Nicely furnished, good money maker. Established clientele. Consider small trade. Owner FA 5-2331.

Unusual 4 New Deluxe Units. Walked Landscaped, Owner 570 Desert View Dr. — FA 5-7427

NEW 5 UNITS — POOL Completely Furnished FA 5-2085, 8-3609 After 5:30

Real Estate for Sale 35

4 Bedrooms - 2 Baths 2 COOLERS, ducted, septic and cesspool installed, water connected. \$8600—100% financing available on qualified level lot. Phone FA 8-2976

RIVERSIDE BUILDERS OF PALM SPRINGS 68-039 Hiway 111 — Tramview Phone FA 8-2858

BY OWNER

SEE Northwest corner Highland and Sunny Dunes. NEW 3 BEDROOM 2 BATH. Built-in oven and range. Beautiful pool. Fenced corner lot. Circular driveway. FULL PRICE \$22,500. GOOD TERMS. Vic Bonham owner, 729 South Santa Fe, Vista, Calif. Ph. Palace 4-2131.

CASH OUT

LOW down, 3 bedrooms, walled carpets, drapes, stove, refrigerator. choice location, \$21,500. M. Baron, FA 4-2629, FA 8-2258

LET'S GO TO PRESS

COUNTRY CLUB LOTS

CHOICE RESIDENTIAL LOTS on fairways of 3 major golf courses . . . only a few left . . . plans, maps, general information, available at our office . . . agents for these properties. Brochures mailed on request. Prices \$5,750 to \$7,000.

ACREAGE

TODAY'S INVESTMENT IS TOMORROW'S SECURITY! FINEST IN THE VALLEY . . . parcels from 10 acres to 800 acres in and around Palm Springs . . . variety of locations priced \$500 to \$1500.

SCHOOL TIME AGAIN: Means

NEW SHOES, new clothes, NEW FACES in Palm Springs and NEW HOMES for many families.

NEAR KATHERINE FINCHY SCHOOL . . . furnished 3 bedrooms, 3 baths, den, separate dining room, walled and landscaped . . . POOL . . . Beautiful south patio . . . 2-car garage . . . move right in . . . terms. \$39,500.

CAHUILLA SCHOOL . . . unfurnished 3 bedrooms, 3 baths, stove, refrigerator, well landscaped. \$27,500.

HIGH SCHOOL . . . Exceptional buy . . . completely walled yard . . . originally in landscaping, sheltered pool, functional patio, wide overhang, 2-car garage . . . 3 bedrooms, 2 baths, carpets and draperies . . . Your kids will love it!

THERESA PRESS, Realtor

311 South Palm Canyon FAirview 5-5282 or 5-5294

Frank Gautiello

Murrie Severino

SOUTH

PALM CANYON

CHOICE commercial corner lot, 135' x 110'. Priced right!

A STEAL 2 lots, corner, R-3. Fine renting area. \$2750 each. Don't miss this one!

TRAILER ACREAGE READY for quick deal. 40 acres well located. Must have quick action.

WANTED

A BUYER WITH \$1000 NEW HOME — 3 bedrooms, 2 baths, built-ins in kitchen. \$16,950

S. FRANKS

REALTORS 279 N. Palm Canyon FA 5-5055

Gracious Living

\$16,500 — IDEAL family home, 3 bedrooms, 2 baths, furnished, in away from traffic cove.

\$32,500 — GRACIOUS LIVING in ideal location. 3 bedrooms, den, 2 baths, POOL, with unparalleled view.

\$59,500 — EXECUTIVE HOME in beautiful Las Palmas. 4 spacious bedrooms, 3½ baths, POOL. Room for guest house or tennis court.

Culver Nichols REALTOR 361 N. Palm Canyon Ph. FA 5-2182

MUST SELL

3 BEDROOM unfurnished, garage fully landscaped. \$14,000.

8 UNITS furnished, pool. South end. Room for more. \$75,000. Will trade for income or trust deeds.

Ralph Weinstein REALTOR 256½ S. Palm Canyon Drive Phone FA 5-2884

ROSLYN LANG

REALTOR

2 BEDROOMS, completely furnished, centrally located. Low down. \$16,500.

3 BEDROOMS, 3 baths, unfurnished. Built in kitchen. Large lot. Low down. \$27,500. Make offer

R-1 Lot, South End \$10,500

Acreage \$100 up per acre

175 N. Palm Canyon FA 8-2522

Desert Doll House

WEEKENDER OR HOME

2 BEDROOMS, garage, patio. Landscaped. Redwood fenced yard. \$9575, monthly payments \$37 includes taxes and insurance.

Owner, 570 Desert View Dr. — FA 5-7427

NEW 5 UNITS — POOL Completely Furnished FA 5-2085, 8-3609 After 5:30

MUST SACRIFICE

BEAUTIFUL 2 bedroom 2 bath slum block home. Built-in range, oven, refrigerator, carpeted, central heating and cooling. One block from Desert Air Hotel, 71-931 San Jacinto, Rancho Mirage. Terms.

Phone FA 8-2976

\$995 DOWN

NEW 3 bedroom 2 bath homes. Built-in oven and range and disposal. On sewers. Payments less than rent.

JEKYLL, BRADLEY & CO. 437 N. Palm Canyon FA 8-2734

BEST BUYS

3 BEDROOM 2 bath with carpets and drapes. 16' x 32' pool. Reduced to just \$19,500.

NEW 4 bedroom 2 bath on corner lot. Will sell at just \$16,500 unfurnished.

2023 E. Andreas Rd. — FA 4-2218

CASH OUT

LOW down, 3 bedrooms, walled carpets, drapes, stove, refrigerator at choice location, \$21,500.

M. Baron, FA 4-2629, FA 8-2258

John W. Williams REALTOR 423 N. Palm Canyon Ph. FA 4-1641

How's Your Winter Housing?

CLOSE IN! 2 bedroom home, complete kitchen, \$14,500. \$1500 down.

HANDYMAN. Here is a 3 bedroom, pool, 2-car garage, walled—near El Mirador. Furnished, \$26,500.

NEAR EL MIRADOR—2 bedrooms, large attached guest house, family room, lanai, walled. \$26,500.

LUXURY HOME! 3 large bedrooms, heated and filtered pool, nice landscaping, furnished including built-in refrigeration and deep freeze. Refrigeration cooling. Complete home \$63,500.

HAROLD HICKS, Realtor

ASSOCIATES
Burnham Bigelow John Tostl Kenneth Herman
William Hopkins Erv Hall

1345 N. Palm Canyon Ph. FA 4-1101

**PREVUE SHOWING
OUR NEW FURNISHED MODEL
NOW OPEN
707 CRESCENT DRIVE
MOUNTAIN VIEW ESTATES**

This is our SIXTH MODEL HOME which is PROOF POSITIVE of public acceptance and acclaim.

PALM SPRINGS finest residential location in wind protected cove with spectacular view, LAS PALMAS AREA. Walking distance to golf course, churches, and Palm Canyon Drive business. Estate size enclosed grounds. REFRESHING POOL. Beautiful new 3 bedroom, 2 bath architecturally designed executive type home. REFRIGERATED AIR CONDITIONING plus 20 additional outstanding features.

PRICED FROM \$35,500-\$7500 DOWN.

DRIVE ON North Palm Canyon Drive to end of 500 block. Turn off West on Chino Drive to end of street at Patencio Drive, then right half block, then left to property.

MOUNTAIN VIEW ESTATES

HERB LAKE—SALES DIRECTOR, FA 5-2562

OR SEE YOUR REALTOR

**OPEN HOUSE
AUGUST 30TH AND 31ST**

and

SEPTEMBER 1ST

\$1000 DOWN!!

JOIN THE

SUN AND SWIM CLUB

1 MILE SOUTH OF RAMON ROAD ON DATE PALM

\$15,950

Cathedral City's

Finest New Planned Community

HUGE SWIMMING POOL FACILITIES.

BEAUTIFUL TENNIS COURT.

CLUB HOUSE FOR PARTIES.

\$30 PER YEAR EXCLUSIVE MEMBERSHIP.

PRICES ALSO INCLUDES

DON CAMERON
Says...

"IT'S SAFE TO GO WITH SAFEWAY"
IN RANCHO MIRAGE
\$29,500

FURNISHED 3 bedroom, 2 bath home. Forced air heat, refrigerated cooling, garage disposal. Wall-to-wall carpeting, custom furnishings, corner, landscaped, gorgeous view. See to appreciate!

\$15,000

BUSINESS, highway lot in Rancho Mirage. 110' x 230'. Worth \$27,500. Terms.

INCOME
\$175,000

13 UNIT plus 3 bedroom, 2 bath owner's home. Pool. Top established clientele, excellent net. Near Shadow Mountain Club. Price includes adjoining R-4 lot. Will take house part trade!

DON CAMERON
REALTOR, 22 years in desert properties. Specialists in acreage, homes, income.

71-839 Hwy 111, Rancho Mirage Phone FA 8-2155

INCOME BUYS!

DUPLEX—live in one and have income from other. Only \$2500 down. Payments \$150 per month. Full price \$15,950. Why pay rent?

2 BEDROOM home for owner and a separate 2 bedroom home for income. Both furnished and redecorated. Good close in rental area. Reduced to \$25,500.

3 UNITS — Furnished. Good condition. Walk to town. Excellent value at \$31,500 — \$5000 down

11 UNITS with Pool. Nice owners apartment. Good area. Way below market at \$68,500.

JEKYLL, BRADLEY & CO.
457 N. Palm Canyon FA 5-2734

BUY WRIGHT!

NICE POOL
3 BEDROOM 2 baths, beautifully furnished, large lot. Consider to trade for smaller home without pool. Price \$23,500.

BRAND NEW! \$1950 DOWN
3 BEDROOM 2 baths, refrigeration, all the new built-ins. Excellent long term financing. Only \$19,900.

11 UNITS — POOL!
WELL located, close in. Most have kitchens. Price reduced to \$68,500. Submit your down for this bargain!

BILLY WRIGHT
REALTOR - ASSOCIATES
Bill Colven Van Arnold
\$82 N. PALM CANYON DRIVE
Phone FA 5-5727 — FA 5-6672

OWN YOUR OWN
SANDPIPER
Garden Apartment

PALM DESERT
Spacious two bedroom. Single story garden apartments. Tropical landscaping, pool, ramada, built-in kitchen and refrigeration. Complete maintenance — even maid and linen service available!

PRICED AT \$18,000.
Reservations now being taken for early fall delivery.

THE SANDPIPER, El Paseo at Palms-to-Pines Highway
PHONE FIRESIDE 6-6156

Paul Burkholder
HURRY FOR THESE

DARLING new 2 bedroom. Large corner lot. Good location. Built-in range and oven. Lots of glass. Double garage. Carpets and drapes included. \$15,500 with terms.

IMMACULATE 2 bedroom. Flagstone fireplace, double garage. Very well furnished. Drive past 2161 Girasol and call for appointment. A steal for \$18,000 easy terms.

ASSOCIATE
CONNIE DEKKER
339 N. Palm Canyon FA 5-2613
Evenings Ph. FA 4-9208

BEST BUY OF THE YEAR

MODERN home, 4 bedroom, 2 1/2 bath. Furnished. Deep Well area. Large corner lot. Beautiful landscaping. Must sell. \$26,500-\$3000 DOWN

Exclusive With
ADOLPH ISRAEL
"The Buyer's Broker"

671 N. Palm Canyon FA 5-2961
Will cooperate with all brokers.

DUPLEX, close in \$18,000
58 1-3 Acres, \$650 per acre
R-2 Lot \$2500
Louis Venger, FA 4-9333, 5-5595
"ALL MEN ARE BROTHERS"

Wm. J. Heiser
REALTOR

PALM CANYON frontage, 125' x 525'. Cash out — \$55,000.
300 FT. HIWAY frontage — Near Thunderbird Golf Club. Price SLASHED for QUICK sale.

YOUR DREAM RANCH
20 ACRES earliest Thompson grapes. Gorgeous 2 bedroom 2 bath home, guest house, caretakers lodge, new swimming pool, all equipment, finest well plus cana water. Adjacent to Indio. TERRIFIC INCOME. Absentee owner lost interest. Sacrifice for \$65,000, fraction of cost.
1546 N. Palm Canyon, FA 5-5685

FHA TERMS

THIS MODERN home has 2 bedrooms, den, 2 baths, built-in oven and range. Enclosed patio with large stone barbecue. Owner will sell for FHA appraisal of \$21,500. Small down payment. This is not a tract home.

JEKYLL, BRADLEY & CO.
437 N. Palm Canyon FA 5-2734

DEEP WELL — 3 bedrooms, 3 baths, family room, refrigerator. One of the finer homes in Deep Well. Has everything! Must be sold. \$46,500. terms.

SPRINGS REALTY
425 N. PALM CANYON
FA 4-9695 FA 4-2323

A REAL BUY

3 ACRE Rancho, 3 bedroom 2 bath, furnished. Large pool. Flagstone trimmed, stables, trees and shrubs. Only \$23,500. terms.

JIM SHARPE
433 N. Palm Canyon FA 5-2545

\$1000 DOWN

F.H.A. — \$15,500 — 2 bedrooms. Carpets — Drapes — Stove M. Baron, FA 4-2629, 8-2258

BY OWNER. Pool, 3 bedroom, 2 bath, carpeted and drapes. Immediate possession. TERMS.
2836 PLAIMOR

ARABY View, 3 bedroom home, landscaped, near new. \$21,500. Excellent terms or trade for business property. FA 5-5049.

BANNING

COMPLETELY furnished 2 bedroom home. Sacrifice \$7500. 570 N. Hargrave Ave., Banning. Phone VI 9-2082

CATHEDRAL CITY

\$500 DOWN — 2 bedrooms and den. Large lot. Stove, disposal. Assume 4% per cent loan, payable \$70 per month including taxes and insurance. Immediate possession. Jack Neal, 735' Broadway. Cathedral City, Ph. FA 8-2459

Hotel Rentals

\$6 AND UP

FURNISHED, kitchen apartments. Pool, Rancho Mirage. Near new shopping development. FA 8-2956

\$3 DAY UP — \$15 WEEK UP
Pool · Refrigerated Cooling TV Villa Victoria, 444 N. Indian

Apartments for Rent 43

Recently Reduced

1 BEDROOM apartment. Attractively furnished. TV cable. Pool. Very desirable for discriminating couple. Lease \$125. Phone FA 5-6996

LARGE one bedroom apartment attractively furnished, second floor, fully carpeted, TV cable, garbage disposal, center of town can be used professionally for office. Year lease. Adults. 254 N. Palm Canyon Dr.

PALM DESERT

New Home Must Be Sold
2 BEDROOM 2 bath. Kitchen built-ins, carpeted. Also have lot priced right. See Henry Willson, FI 6-6462.

Exchanges

12 UNITS accessible to markets and restaurants. Will trade for Palm Springs home, or beach property.

CALL US regarding that property you want to swap.

JIM SHARPE
433 N. Palm Canyon FA 5-2545

TRADE deluxe 3 bedroom, 2 bath home. In Country Club area in San Bernardino. For income property in Palm Springs. Phone FA 5-5680

DUPLEX in Compton. Close to all schools and bus lines. For income property or business. Phone FA 4-2046

IMMACULATE 2 bedroom. Flagstone fireplace, double garage. Very well furnished. Drive past 2161 Girasol and call for appointment. A steal for \$18,000 easy terms.

ASSOCIATE
CONNIE DEKKER
339 N. Palm Canyon FA 5-2613
Evenings Ph. FA 4-9208

BEST BUY OF THE YEAR

MODERN home, 4 bedroom, 2 1/2 bath. Furnished. Deep Well area. Large corner lot. Beautiful landscaping. Must sell. \$26,500-\$3000 DOWN

Exclusive With
ADOLPH ISRAEL
"The Buyer's Broker"

671 N. Palm Canyon FA 5-2961
Will cooperate with all brokers.

DUPLEX, close in \$18,000
58 1-3 Acres, \$650 per acre
R-2 Lot \$2500

Louis Venger, FA 4-9333, 5-5595
"ALL MEN ARE BROTHERS"

670 SQ. FT. office space for rent. Oasis Building, refrigerated air conditioning, elevator. Available for beauty salon or professional office. Ph. FA 5-2225.

WANTED — Office space for real estate broker. No sign space required. FA 8-2013.

MODERN store near Post Office. Immediate Occupancy. GANNON FA 5-2722

OFFICES — PALM CANYON PARKING GANNON FA 5-2722

Wanted to Rent 39

2 OR 3 BEDROOM home or apartment furnished. Will exchange for luxury Wilshire Westwood Apartment. Los Angeles GR 2-2015 or FA 5-5394.

CHOICE south end, 1 and 2 bedroom apartments including stove, Frigidaire, TV cable, garbage disposal, private patio. Around the corner from all shopping. 587 Calle Ajo. Phone FA 5-2406

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TODAY'S SPORT PARADE

By JACK CUDDY United Press International Sports Writer

NEW YORK — UPD — The shot-guns wedding of sports and the televised camera may be heading today for an abrupt smashup with the announcement by Madison Square Garden there will be no more regular television of basketball and hockey.

There is the added bit of intriguing explanation that television of track meets from the long-time sports mecca of the nation is "out of the question." And, going a step farther, there is a question whether such one-shots as the horse and dogshows will be made available to the cameras.

"We can't give away for free what we are charging for at the gate," explains Ned Irish, head man of the palace of muscles.

SUCH A RESULT was pre-ordained. Television, for a while, helped build sporting interest. But then the goose stopped laying those huge golden eggs, the customers started staying away in droves on the logical theory it was silly to pay money for something you could have for free, and the promoter found the decreasing television payoffs now makes up far less than he lost atten-

dance.

"The pro basketball Knickerbockers televised from the start," Irish related as he announced radio was back in favor at the Garden and would carry the hockey and basketball broadcasts. "Television contributed greatly toward a 10 per cent annual growth."

"BUT NOW," he added, "our rights fees what television pays the promoter for the right to telecast an event have come down 50 per cent. Their audiences are up and their fees have gone down."

Increased attendance — in front of the home screen — doesn't help at the box office.

Irish said reduced payment by television and reduced attendance because of the free product is costing the Garden from \$1,500 to \$2,000 on each event which is televised.

The ideal situation — which pro football discovered long ago — is to televise only the road games. This formula has permitted pro football to set increased attendance records over each of the past six years.

THE NEW YORK Yankees this season discovered how much of an ome television can be. While the Brooklyn Dodgers and New York Giants both moved west, leaving the Yanks the only team in a metropolitan area of 13 million people, baseball television increased. This is because the Yanks pictured both home and away games, the contests of the Phillies were piped in and along with them came Pittsburgh and St. Louis games involving the Dodgers and Giants. At times, you had a choice of three games on New York screens.

Yankee attendance — and remember, it's the only wheel in town — dropped more than 90,000.

GROZA'S MAGIC

TOE NETS 13-10

WIN FOR BROWNS

United Press International

After five years of futility, the Cleveland Browns finally won an exhibition game in California.

Old pro Lou (The Toe) Groza kicked a 50-yard field goal with 15 seconds remaining to give the Browns a 13-10 triumph over the Los Angeles Rams Friday night in a pre-season battle witnessed by 41,387 fans at Los Angeles.

It was the Browns' first exhibition victory on the West Coast since 1953 when they downed the San Francisco Forty-Niners, 20-7. They had lost 10 straight pre-season games in California.

Groza's winning boot was set up by defensive back Ken Konz, who intercepted a pass by Los Angeles rookie Frank Ryan.

In Friday night's other exhibition games, the Washington Redskins whipped the Baltimore Colts, 27-7, and the Detroit Lions downed the New York Giants, 26-7.

RANCHO MIRAGE

THOMSON SETS

NEW SPEED MARK

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PERHAPS...

- You wish to supplement your present income for day to day living.
- You are building a fund from which you can have income for retirement.
- You want to set aside money for a child's education.
- Or you may realize the importance of investing your surplus savings where they will yield more so that you may better meet higher costs of living.

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EARN 10%
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- Funds individually secured
- Earnings compounded 12 times per year
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FLEETWOOD INVESTMENT CORPORATION

174 N. Palm Canyon Drive in The Center
FA 5-2269

20 Report for Football

Practice To Start Monday

Varsity football practice at Palm Springs High School got under way yesterday with the signing up and processing of some 20 students who are trying out for the Indians team.

Coach Clare Ballagh, who has directed the Indians on the football field for 12 years, will be assisted by a new coach this year, Jim Workman, head coach for the Jaycees basketball team last year.

PRACTICE SESSIONS will start next Monday night, and a total of 24 workouts must be held before the first practice game scheduled for Sept. 27. Ballagh reports that there will be about 12 days of practice before school starts Sept. 15.

A few men on last year's squad will be back in the fold this year, including LeRoy Segundo, Gary Eastin, David Sing, Bill Hecht, Jeff Lilly, Joe Lewis, Rod Johnson, Bill Hughes, Weston Naef and Jim Garland.

The Indians lost one of their men during the summer, Dan Mayfield, who moved to Riverside.

THE THREE MAIN backfield men on the offensive team will be last year's fullback LeRoy Segundo and half backs Gary Eastin and David Sing.

Practices will be held at 7:30 starting next Monday night, and the public is invited to watch the Indians work out.

Two pre-RLC league games will be played out of Palm Springs, one at Calexico on Sept. 27, and the other with Vista on Oct. 3.

CANDIDATES for the team were given physical examinations and issued uniforms yesterday at 9 a.m. and 5:30 p.m. Students who have not returned from vacation will be processed later.

Coach Ballagh said today that any local high school boys who want to try out for football can sign up and will be given an opportunity to show what they can do.

Football practice will be held once a day until the first game with Calexico. Practice after that will be announced by the coach.

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PALM SPRINGS HIGH School football started yesterday when a score of boys reported for their physical checkup and uniforms at the gym building. Two of last year's top players, Gary Eastin and Joe Lewis above, receive their uniforms from

Coach Clare Ballagh, left, and assistant coach Jim Workman, right. Practice starts next Monday night at 7:30, and the first pre-league practice game will be played at Calexico on Sept. 27. (Desert Sun Photo).

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